

WHAT IS CLAIMED IS:

1. A process of improving aesthetics of a liquid dishwashing detergent product, characterized by the steps of:
 - providing a liquid dishwashing detergent composition; and
 - adding solid particles to said liquid dishwashing detergent composition, said particles being coated with a polymeric coating which is insoluble in said liquid dishwashing detergent composition but soluble in dishwashing solution.
2. The process according to claim 1, wherein said polymeric coating is soluble in the dishwashing solution and leaves no significant residue.
3. The process according to any of claims 1-2, wherein said polymeric coating is prepared from materials selected from the group consisting of alkyl cellulose ethers and polyvinyl alcohol.
4. The process according to any of claims 1-3, wherein said polymeric coating is formed from methyl cellulose having a molecular weight in a range of from 5,000 to 100,000.
5. The process according to any of claims 1-4, wherein said particles are insoluble in the liquid dishwashing detergent composition.
6. The process according to any of claims 1-5, wherein said particles are present in said liquid dishwashing detergent composition in an amount in a range of from 0.1% to 5.0% by weight.
7. A liquid dishwashing detergent product having enhanced aesthetics, characterized by :
 - a liquid automatic dishwashing composition;
 - solid particles, said particles being coated with a polymeric coating, said coating being prepared from materials selected from the group consisting of alkyl cellulose ethers, polyvinyl alcohol and alginate;
 - wherein said particles are adapted to remain undissolved in said liquid automatic dishwashing detergent composition until said composition is used in an automatic dishwasher; and

wherein said liquid automatic dishwashing detergent product does not cause a significant increase in filming of glassware or dishware as compared to a liquid automatic dishwashing detergent product not having said particles.

8. A liquid dishwashing detergent product having enhanced aesthetics, characterized by :
a liquid hand dishwashing composition;

solid particles, said particles being coated with a polymeric coating, said coating being prepared from materials selected from the group consisting of alkyl cellulose ethers, polyvinyl alcohol and alginate;

wherein said particles are adapted to remain undissolved in said liquid hand dishwashing detergent composition until said composition is used to hand wash dishes, and

wherein said liquid dishwashing detergent product does not cause a significant increase in filming or residues left on kitchen as compared to a dishwashing detergent product not having said particles.

9. The liquid automatic dishwashing detergent product according to any of claims 1-8 , wherein said detergent product delivers a wash solution pH in a range of from 8.0 to 12.0.

10. The liquid automatic dishwashing detergent product according to any of claims 1-9, wherein said polymeric coating and said liquid automatic dishwashing composition are both colored, and having color combinations for said prill coating:said liquid composition, selected from the group consisting of blue:blue, blue:white, green:green, green:white and green:yellow.

ABD
a2
WMP